

# TRANSALLOY



## Newsletter

### Did You Know...

*Banging your head against a wall uses 150 calories an hour...*

*So even the worst day at work, can have a positive outcome!*

### INSIDE THIS ISSUE:

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### REGULAR FEATURES:

*Marketing Adventures*

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### NEW YEAR, NEW INNOVATIONS

Once again a new year has arrived, bringing with it exciting new innovations & product features!

Over the last few months Dave has been busy sourcing new additions to our range of bodies for both trucks and utes, as well as upgrading one of our new accessories introduced last year, to a permanent feature on our truck bodies.

The Side Step Tread Plate which was introduced in April last year, has now become a permanent feature on all truck



bodies 3.0m (10'0") and over, where side steps are standard.

The inner uprights on our truck body headboards will now be full height & incorporate a 'half moon clamp' to give the headboard more stability & help minimize vibration.

And when you purchase a heavy duty truck tray with sides upgraded from 260mm to our 365mm height sides, our built-in sideboard tie down strip (introduced in July last year) will automatically be included!



But it's not all about our truck bodies—our ute bodies have some exciting innovations coming soon too!

A new 225mm high side board style will be introduced that not only looks good outside, but has the usefulness of tie-down points on the inside as well!

There will also be the introduction of flash anodizing as standard on the horizon to keep them looking great!

So keep an eye out for flyers on these exciting new additions!

*Kappy New Year!!*

*The Team at Transalloy*

### MARKETING ADVENTURES—NEW ADVERTISING PARTNERSHIP

We've had some excellent results over the last year or two with radio advertising, and we know this year will be no exception—in fact, we believe it will be even better!

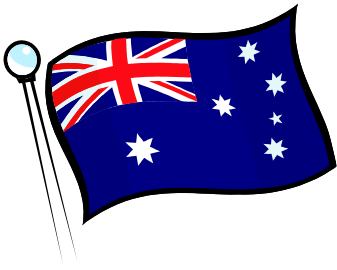
This year, Transalloy have

teamed up with the Aus Stereo Network and will be running an exciting new advertising campaign with **Triple M!**

We will be enjoying great air time through a station with a broader audience base, giving us the

ability to hit a wider range of people, who can enjoy hearing about us through some of Australia's most popular characters!

So tune in to Triple M (104.9 FM) and let us know what you think!



100% Australian  
Owned,  
Operated &  
Manufactured

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**THE MONTHS AHEAD**

**January:** 26th January—Australia Day (*Transalloy is CLOSED*)

**February:** 14th February—St. Valentines Day

**March:** 15th—17th March—Melbourne Truck Show

**April:** 6th April—Good Friday, 9th April—Easter Monday  
(*Transalloy is CLOSED on these days*)

**KEEPING YOU INFORMED**



AUSTRALIA DAY

26th January 2012

Transalloy will be **closed** for the public holiday

We have a wide range of accessories to suit your customers needs!

And if we can't help, we'll direct you to someone who can!



AMBER BEACONS



TOW BARS...

NUDGE BAR & FRONT RACK



FIND US ON FACEBOOK "TRANSALLOY PTY LTD"

...L.E.D. LIGHTS

Trading Hours:  
Mon-Thu 7.30-4pm Fri 8-2pm

**FEATURE PRODUCT— QUALITY CUSTOM COVERS**

Are you a tradesman looking for something to secure your load with out having to tie down each individual item? Are you a courier carrying precious cargo that you need kept secure & protected from the elements? Or are you a salesman who just wants to tidy up the look of their tray and maybe transport the odd part to a customer?

Whatever your needs, we can provide you with a quality, custom designed cover that suit's your needs exactly.

Our trimmer Daniel, owner of Unique Marine & Auto Upholstery, has over 20 years experience in the industry. He uses top quality fabrics available in a wide range of colours & material types and produces 100% quality, every time.

Whatever your needs are, we can help—tonneau covers, canvas covers, canopy covers, cap tarps, big, small .... the list goes on.

Call us for a quote—and get all your fit out needs in one spot!

*New Supplier!*



CUSTOM DESIGNED TO SUIT YOUR NEEDS

